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Ethical Management
05.12.2004



“Excel Industries (Mumbai, India –www.excelind.com) manufactures biochemical’s and agrochemicals and has 1200 members. They have a strong focus on social responsibility and sustainability – demonstrated by conscious attention to concerns such as natural waste management. They see spirituality as “self improvement and world service” with the Divine lighting the way. Every human can become divine light. Each day begins with the company’s All-religion Prayer. The strong sense of family is reinforced by having everyone eat the same meal at the same time together in the canteen (including the Executive Chairman). For further information contact Shri G. Narayana, Chairman Emeritus at narayana@excelind.com or 91-22-26780243.”

Excel industries has received this prestigious honour from “association for spirit at work” at Zurich, Switzerland on 1.10.2004. This is the result of contributions of all members of Excel, Excel Crop Care and all associates

ETHICAL ORGANISATION

ETHICAL ORGANISATION IS LIKE A TREE

Rooted in reality ground - internal growth.

Positioned in ground of solid reputation.

Principles & values are roots – deep & wide spread.

Character is trunk – strong and straight.

Skills are branches – external growth, multi directional and wide spread.

Attitudes are leaves – smooth interactions, receiving, offering & flexible.

Attitudes to receive negative, transform into positive and serve the world.

ETHICAL ORGANISATION IS LIKE A TREE

- Ideas are flowers – beautiful, nectarfull, divine.
- Work results are fruits – complete, contribute & useful.
- Seeds – are seeds of growth in future.
- Trees create excellence wherever they are-xcellent
- Trees give shade to protect beings – protective.
- Trees accommodate other trees.

- Trees fill the gaps.
- Trees transform the climate into happy environment.
- Trees inspire creative consciousness.
- Tree is useful in every part.
- Tree renews itself every season.
- Nourisher of tree is “mali” rather than “malik”.
- Let our organisations be trees of productivity, progress, prosperity and peace.

ETHICAL MANAGEMENT AS PER CHANAKYA

1. Protecting existing wealth
2. Enhancing existing wealth
3. Adding new wealth
4. Taking care of stake holders (people)
5. Being a source of improvement

RIGHT WAY

- Master as a guide
- Knowledge as a guide
- Group as a guide
- Self as a guide

Ethical management is creating value and
Taking care of interests of all stake holders

ETHICAL WAY

- Equality
- Equity
- Non-hurting
- Beyond subjective like, dislike
- Respecting dignity of all
- Not less – not excess

ETHICAL LEADERSHIP

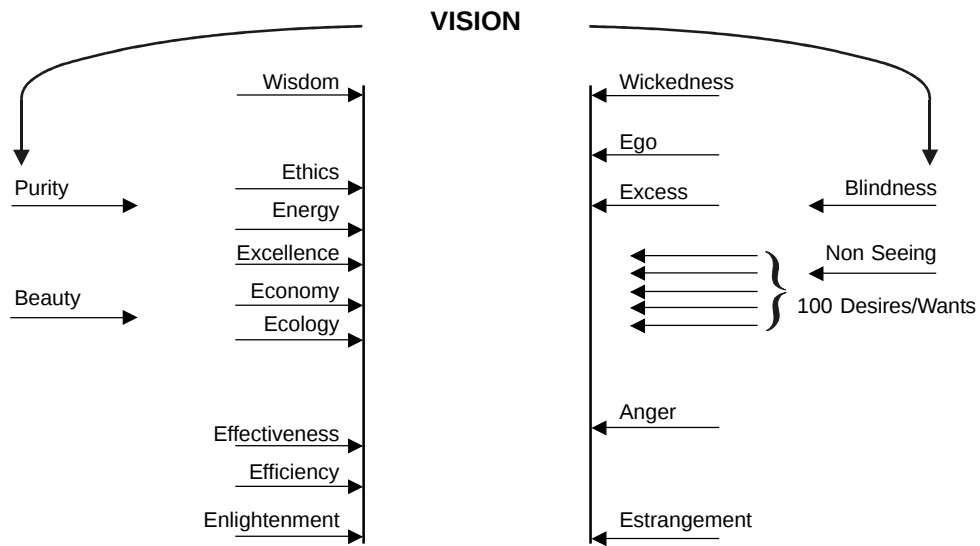
Self initiative

Protect the right

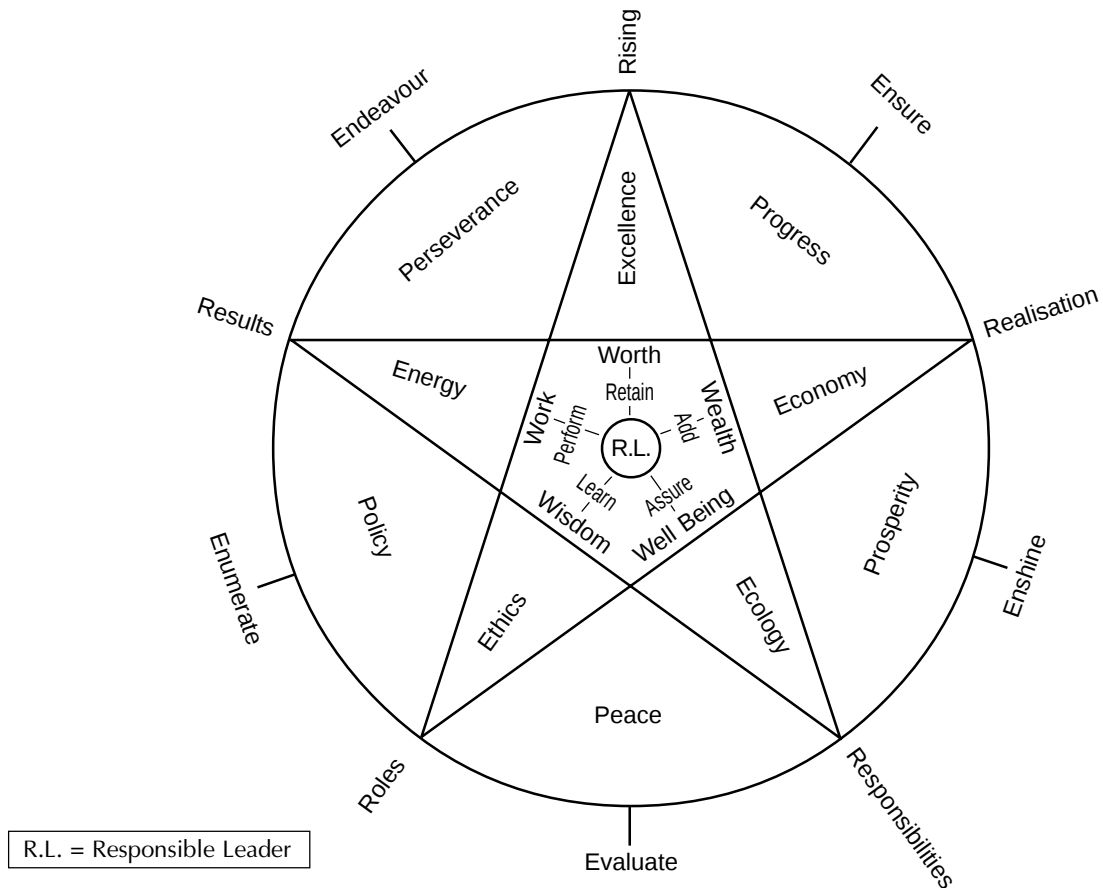
Avoid the non-right

Situational action

CONFLICT TO PEACE ETHICS VERSUS EGO



WORK TO WISDOM



Ethics	_____	Energy	_____	Excellence	_____	Economy	_____	Ecology
Policy	_____	Perseverance	_____	Progress	_____	Prosperity	_____	Peace
Roles	_____	Results	_____	Rising	_____	Realisation	_____	Responsibilities
Wisdom	_____	Work	_____	Worth	_____	Wealth	_____	Well Being
Learn	_____	Perform	_____	Retain	_____	Add	_____	Assure
Enumerate	_____	Endeavour	_____	Ensure	_____	enshine	_____	Evaluate